

Fifth Annual National Conference on Health Communication, Marketing, and Media



August 9 – 11, 2011

**Omni Hotel at CNN Center
Atlanta, GA**

**2011 National Conference on Health
Communication, Marketing, and Media**

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AIR is a not-for-profit, behavioral and social science research organization committed to improving people's lives, with an emphasis on serving the needs of disadvantaged populations. AIR's award-winning Health Program works with public health officials, foundations and nonprofit organizations to address many of today's most challenging health and health care issues.

American Public Health Association

Booth #9
800 I Street, NW
Washington, DC 20001
Phone: (202) 777-2742
Website: www.apha.org
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APHA, the oldest and most diverse organization of public health professionals, aims to protect all Americans and their communities from preventable, serious health threats. Learn more about our Annual Meeting, the American Journal of Public Health, The Nation's Health, our books, membership and more at www.apha.org or follow @publichealth.

Booz Allen Hamilton

Booth #12
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Boston University Metropolitan College

Booth #17
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Boston University's Master of Science in Health Communication, the first program of its type to be offered online, provides a unique multi-disciplinary curriculum taught by leading faculty. Students experience coursework in healthcare, marketing, PR, and communications to prepare for a myriad of career opportunities. The award-winning program can be completed in as little as 18 months.

CDC Federal Credit Union

Booth #23
P.O. Box 49169
Atlanta, GA 30359

Phone: (800) 245-9655
Website: www.CDCFCU.com

CDC Federal Credit Union is a full-service financial institution serving those who live, work, worship or attend school in DeKalb, Fulton or Gwinnett Counties. In addition to serving the community, we proudly serve the employees of more than 100 organizations like CDC, Children's Healthcare of Atlanta, American Cancer Society and Whole Foods.

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Danya International, Inc.

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Danya provides innovative services and solutions in communications, research and evaluation, technology solutions, education and training, and health product development. With offices in Silver Spring, Maryland; Atlanta, Georgia; and Nairobi, Kenya, Danya helps its clients develop research-based tools and campaigns that communicate clear and effective messages across all media forms.

FDA Center for Tobacco Products - Silver Sponsor

Booth #13

Kimberly M. Hamilton

Office of Health Communication Education

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FDA protects the public health by assuring the safety, efficacy and security of human and veterinary drugs, biological products, medical devices, our nation's food supply, cosmetics, and products that emit radiation. In addition, the FDA Center for Tobacco Products works to protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others. Today, tobacco is the leading preventable cause of death. In the United States, smoking kills an estimated 443,000 people each year--and on average, adults who smoke cigarettes die 14 years earlier than nonsmokers. In addition, approximately 8,600,000 people in the United States have chronic illnesses related to smoking. (CDC 2010)

FDA DDI/Ocomm/CDER

Booth #21

10001 New Hampshire Ave

Silver Spring, MD 20993

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The FDA's Center for Drug Evaluation and Research (CDER) makes sure that safe and effective drugs are available to improve the health of the American people. CDER ensures that prescription and over-the-counter drugs, both brand name and generic, work correctly and that the health benefits outweigh known risks.

FHI 360 - Platinum Sponsor

Booth #20

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FHI 360 is a global development organization with a rigorous, evidence-based approach. Our professional staff includes experts in health, nutrition, education, economic development, civil society, environment and research. FHI 360 operates from 60 offices with 4,400 staff in the U.S. and around the world. Connect with us, www.fhi360.org.

ICF International - Silver Sponsor

Booth #25
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ICF International (NASDAQ:ICFI), a global professional services firm, partners with government and commercial clients to deliver consulting services and technology solutions in energy, climate change, environment, transportation, social programs, health, defense, and emergency management. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions.

IQ Solutions

Booth #18
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Fax: (301) 984-1473

IQ Solutions is a full-service firm creating health information, dissemination and program solutions for Federal and private sector organizations. Our core services include health communications and social marketing; Web, interactive and mobile strategies; IT and data analytics; and contact center solutions. Let's connect: @IQSolutions on Twitter.

MediaForce PR - Bronze Sponsor

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MediaForce PR, a Certified Woman-Owned Small Business, is an award winning social marketing firm providing public awareness campaigns for government agencies and nonprofit organizations. MediaForce PR is the exclusive Federal source for PSN (The Public Service Network), a national media pipeline that provides guaranteed, unconventional delivery of public service announcements.

National Public Health Information Coalition (NPHIC) - Conference Partner

Booth # 14
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Website: www.nphic.org

NPHIC is an organization of public health communicators at local, state, tribal and federal health agencies. NPHIC members work as directors of communication, public information officers, risk communication specialists, health educators, social marketing leads and in other communication roles. They share information, expertise, tools and training to achieve a common goal: strengthening public health by improving public health communication.

NOVA Research Company - Bronze Sponsor

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NOVA Research Company provides comprehensive health communication services for diverse audiences. Our communication specialists ensure messages are delivered using strategies that maximize impact for local or national campaigns. We identify and track appropriate metrics to ensure measurable results related to content, media, and partnerships or to identify specific outcomes.

ORISE - Bronze Sponsor

Booth #1
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Oak Ridge Institute for Science and Education (ORISE) provides comprehensive technical assistance in public health communication and health education. Our booth will feature capabilities for HHS agencies in health communication and marketing, health promotion and outreach, technology applications, public health preparedness, health and safety training, and research and evaluation.

PlowShare Group

Booth #10
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The PlowShare Group is the second largest producer and distributor of public service advertising in the nation, working exclusively with non-profit and government agencies.

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Porter Novelli - Platinum Sponsor

Booth #3

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Transforming the world through changing behaviors. Porter Novelli was founded in 1972 on the premise that we could apply the best practices of private sector marketing to achieve positive change on health and social issues. We have been proving that theory ever since, working with the largest private, public and governmental organizations in the country, and the world.

Substance Abuse & Mental Health Services Administration (SAMHSA) - Conference Partner

Booth #15

1 Choke Cherry Road

Rockville, MD 20857

Phone: 1 (877) SAMHSA-7 (1-877-726-4727)

Website: www.samhsa.gov

SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities. SAMHSA has demonstrated that - prevention works, treatment is effective, and people recover from mental and substance use disorders. Behavioral health services improve health status and reduce health care and other costs to society.

Sapient Government Services

Booth #24

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Sapient, the #2 ranked digital agency by Ad Age Agency Report for 2011, is a leading provider of comprehensive marketing, strategy, communications, and technology services to government, commercial and non-profit organizations. We create innovative health solutions across the spectrum of content, communication and technology channels, resulting in more meaningful experiences between customers and organizations. More at: www.sapient.com.

The National Cancer Institute (NCI) - Conference Partner

6130 Executive Boulevard

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Executive Plaza North

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Phone: (301) 594-6776

Website: <http://cancercontrol.cancer.gov>

The Division of Cancer Control and Population Sciences (DCCPS) at the National Cancer Institute (NCI) aims to reduce the risk, incidence, and deaths from cancer as well as enhance the quality of life for cancer survivors. The Division conducts and supports an integrated program of the highest quality genetic, epidemiologic, behavioral, social, and surveillance cancer research.

Vangent, Inc. - Bronze Sponsor

Booth #16

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Vangent touches the lives of 4 out of 10 Americans through our work with Federal Agencies including the CDC, CMS, FDA, VA and DOD MHS. Committed to improving health care outcomes and empowering citizens through knowledge, Vangent provides public health communications, analytics, and information exchange. For more information, visit www.vangent.com.

WESTAT - Silver Sponsor

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WESTAT is one of the nation's foremost contract research organizations with more than 2,000 professionals offering expertise in subjects ranging from communications, education, and employment to substance abuse, mental health, and disabilities. We conduct surveys and develop and evaluate communications programs for a variety of public and private sector clients.